

For subscribers to the Atlanta Mediamarket report:

This codebook section includes codes specific to the Atlanta Mediamarket for newspapers, radio stations and shopping. All national data (demographic, product, magazines, TV shows, etc.) may be accessed within the Atlanta Mediamarket.

To match the Atlanta Mediamarket report volume, tabulations must be based on Atlanta Mediamarket respondents.

Contact your on-line service for the correct Mediamarket sample and weighting.

Include the Atlanta Mediamarket C\*C-P definition: 4\*78-9

	<b>Unweighted</b>	<b>Weighted (000)</b>
Adults	2938	5820
Men	1375	2787
Women	1563	3033
Female Principal Shoppers	1290	2346
Male Principal Shoppers	639	1202

Include the Atlanta Mediamarket C\*C-P definition: 4\*78-9

- 67\*43-1 **Atlanta PMSA**  
 Barrow  
 Bartow  
 Butts  
 Carroll  
 Cherokee  
 Clayton  
 Cobb  
 Coweta  
 Dawson  
 Dekalb  
 Douglas  
 Fayette  
 Forsyth  
 Fulton  
 Gwinnett  
 Haralson  
 Heard  
 Henry  
 Jasper  
 Lamar  
 Meriwether  
 Newton  
 Paulding  
 Pickens  
 Pike  
 Rockdale  
 Spalding  
 Walton

**County Codes**

- |                |              |         |            |      |              |
|----------------|--------------|---------|------------|------|--------------|
| <b>Georgia</b> | 67*46-1      | Newton  | 76*65-1    | Clay |              |
| 67*44-1        | Barrow       | 2       | Oconee     | 2    | Fannin       |
| 2              | Bartow       | 3       | Paulding   | 3    | Oglethorpe   |
| 3              | Carroll      | 4       | Pickens    | 5    | Heard        |
| 4              | Cherokee     | 5       | Polk       | 6    | Haralson     |
| 5              | Clarke       | 6       | Putnam     | 7    | Madison      |
| 6              | Clayton      | 7       | Spalding   | 8    | Randolph, AL |
| 7              | Cobb         | 8       | Upson      |      |              |
| 8              | Coweta       | 9       | Walton     |      |              |
| 9              | Dekalb       | 0       | Lamar      |      |              |
| 0              | Douglas      | X       | Dawson     |      |              |
| X              | Fayette      | Y       | Floyd      |      |              |
| Y              | Forsyth      |         |            |      |              |
|                |              | 69*59-1 | Meriwether |      |              |
| 67*45-1        | Fulton       | 2       | Rockdale   |      |              |
| 2              | Gilmer       | 3       | Troup      |      |              |
| 3              | Gordon       | 4       | Butts      |      |              |
| 4              | Greene       | 6       | Union      |      |              |
| 5              | Gwinnett     | 7       | White      |      |              |
| 6              | Habersham    | 8       | Lumpkin    |      |              |
| 7              | Hall         | 9       | Rabun      |      |              |
| 8              | Henry        | 0       | Pike       |      |              |
| 9              | Jackson      | X       | Towns      |      |              |
|                |              | Y       | Jasper     |      |              |
| 29*41-3        | Banks        |         |            |      |              |
| 4              | Chattooga    |         |            |      |              |
| 5              | Cleburne, AL |         |            |      |              |
| 6              | Morgan       |         |            |      |              |

The codes for each individual county are provided to enable any user to create meaningful geographic groupings. Geographic data are subject to large sampling tolerances and therefore estimates for individual counties or groups of counties are not necessarily reliable. The sample was selected to represent the Mediamarket and the major PMSA(S) and not individual counties.

Include the Atlanta Mediamarket C\*C-P definition: 4\*78-9

For these newspapers, the following codes apply for the first column of data:

**Question 1 - Frequency**

"Out of the average five issues, how many issues did you read or look into?"

- |         |                            |
|---------|----------------------------|
| 0- None | 3- Three                   |
| 1- One  | 4- Four                    |
| 2- Two  | 5- Five (for dailies only) |

**Question 2 - Average issue**

"Have you read or looked into the publication in the last publication period?"

- 6- Yes

<b>Newspapers</b>	<b>Daily</b>	<b>Sunday</b>
Atlanta Journal-Constitution		68*01

Read any Daily Newspaper	01*68-1
Read any Sunday Newspaper	01*68-4

Include the Atlanta Mediamarket C\*C-P definition: 4\*78-9

**Radio Stations**

68*03-1	WABE	FM
68*03-2	WALR	FM
68*03-3	WAMJ	FM
68*03-5	WAIA (previously measured as WFSH FM)	FM
68*03-7	WHTA	FM
68*03-9	WKHX	FM
68*03-5	WAIA	FM
68*04-3	WSB	FM
68*04-4	WSRV	FM
68*04-5	WSTR	FM
71*75-Y	WUBL	FM
68*04-6	WVEE	FM
68*04-7	WWWQ	FM

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**Quintiles**

The definitions for the media quintiles are based on the distribution of media exposure frequencies within the local market.

Quintiles of exposure to the six media are formed separately for men and women.

Where necessary a single frequency group was randomly divided into adjacent quintiles.

**Magazines**

Number of magazines read in a four-issue interval summed for all measured magazines:

	<b>Men</b>	<b>Women</b>
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	69.3%	65.8%
Quintile II	18.5%	20.7%
Quintile III	8.4%	8.8%
Quintile IV	3.8%	4.7%
Quintile V	0%	0%
Top 1/2 (Heavy)	92.0%	92.1%
Bottom 1/2 (Light)	8.0%	7.9%

**Newspapers**

Number of newspapers read in an average 28-day period developed from a weighted average of the number of daily newspapers read in a week (weighted by 4) and the number of Sunday papers read in 4 weeks (weighted by 1):

	<b>Men</b>	<b>Women</b>
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	100.0%	100.0%
Quintile II	0%	0%
Quintile III	0%	0%
Quintile IV	0%	0%
Quintile V	0%	0%
Top 1/2 (Heavy)	100.0%	100.0%
Bottom 1/2 (Light)	0%	0%

Include the Atlanta Mediamarket C\*C-P definition: 4\*78-9

**Radio (Total)**

Number of half hours listened per week developed from a weighted average of the number of half hours listened to in an average day:

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	58.4%	60.4%
Quintile II	23.3%	22.4%
Quintile III	12.5%	11.9%
Quintile IV	5.8%	5.3%
Quintile V	0.1%	0%
Top 1/2 (Heavy)	88.9%	89.8%
Bottom 1/2 (Light)	11.1%	10.2%

**Radio (Primetime)**

Number of half hours listened to Monday to Friday, 6am – 7pm, developed from a weighted average of the number of half hours listened to on an average day:

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	58.2%	57.8%
Quintile II	23.8%	24.1%
Quintile III	12.7%	12.9%
Quintile IV	5.3%	5.1%
Quintile V	0%	0%
Top 1/2 (Heavy)	89.7%	89.6%
Bottom 1/2 (Light)	10.3%	10.4%

**TV (Total)**

Number of half hours viewed per week for all time periods developed from a weighted average day:

	Men	Women
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	47.2%	47.2%
Quintile II	25.0%	25.0%
Quintile III	16.5%	16.2%
Quintile IV	9.4%	9.5%
Quintile V	2.0%	2.0%
Top 1/2 (Heavy)	81.4%	81.2%
Bottom 1/2 (Light)	18.6%	18.8%

Include the Atlanta Mediamarket C\*C-P definition: 4\*78-9

**TV (Primetime)**

Number of half hours viewed per week for the day part:

	<b>Men</b>	<b>Women</b>
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	45.4%	42.8%
Quintile II	29.8%	29.5%
Quintile III	17.6%	18.9%
Quintile IV	6.9%	8.4%
Quintile V	0.3%	0.4%
Top 1/2 (Heavy)	85.4%	83.0%
Bottom 1/2 (Light)	14.6%	17.0%

Include the Atlanta Mediamarket C\*C-P definition: 4\*78-9

**Outdoor**

Number of miles driven in town, city or suburb as driver or passenger in a car or truck in the past week:

	<b>Men</b>	<b>Women</b>
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	55.3%	57.4%
Quintile II	25.0%	23.4%
Quintile III	12.7%	12.1%
Quintile IV	5.7%	5.6%
Quintile V	1.3%	1.5%
Top 1/2 (Heavy)	87.5%	88.2%
Bottom 1/2 (Light)	12.5%	11.8%

**Internet**

Number of hours used in an average week.

	<b>Men</b>	<b>Women</b>
	<u>Share of Volume</u>	<u>Share of Volume</u>
Quintile I	39.2%	40.2%
Quintile II	30.3%	29.7%
Quintile III	17.7%	16.5%
Quintile IV	10.6%	10.8%
Quintile V	2.3%	2.8%
Top 1/2 (Heavy)	79.6%	78.5%
Bottom 1/2 (Light)	20.4%	21.5%

Include the Atlanta Mediamarket C\*C-P definition: 4\*78-9

**Terciles**

Tercile codes are available for Daytime TV. The definitions are based on the distribution of media exposure frequencies within the local market. Respondents with a zero value (i.e. non-viewers or non-users) were excluded.

Terciles are developed separately for men and for women.

Where necessary, a single frequency group was randomly divided into adjacent terciles.

**TV Daytime**

Number of half hours viewed in an average weekday between 9am and 4pm:

	Men	Women
	Share of Volume	Share of Volume
Tercile I (Heavy)	61.8%	60.8%
Tercile II (Medium)	27.4%	27.8%
Tercile III (Light)	10.8%	11.5%
Non-Viewers	0%	0%

**Media Quintile/Tercile codes**

The following Quintile/Tercile codes are the same for men and women. To obtain the Quintiles/Terciles for men or women, use an "and" condition with men or women.

Magazines	I (Heavy)	67*71-1	TV (Total)	I	67*74-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V (Light)	-5		V	-5
Newspaper	I	67*72-1	Outdoor	I	67*75-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Total)	I	67*73-1	TV (Primetime)	I	67*76-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
Radio (Primetime)	I	23*35-1	Internet	I	75*72-1
	II	-2		II	-2
	III	-3		III	-3
	IV	-4		IV	-4
	V	-5		V	-5
			TV (Daytime)	I (Heavy)	67*77-1
				II	-2
				III (Light)	-3

**Media Comparatives**

Heavy magazines - Heavy TV	67*71-9
Heavy magazines - Light TV	-0
Light magazines - Heavy TV	-X
Light magazines - Light TV	-Y

DEPARTMENT, CLOTHING/SHOES & SPECIALTY STORES  
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Times shopped:

- 1 In last 30 days: 0
- 2 In last 30 days: 1
- 3 In last 30 days: 2
- 4 In last 30 days: 3
- 5 In last 30 days: 4
- 6 In last 30 days: 5
- 7 In last 30 days: 6-9
- 8 In last 30 days: 10-14
- 9 In last 30 days: 15+
  
- Y In last 3 months: Any

- 272\*38 Abercrombie & Fitch
- 272\*39 Academy Sports + Outdoors
- 272\*41 American Eagle Outfitters
- 272\*43 Banana Republic
- 272\*45 Bath & Body Works

- 272\*46 Bealls
- 272\*47 Belk
- 272\*51 Burlington
- 272\*54 Carter's
- 272\*59 dd's Discounts

- 272\*60 Dick's Sporting Goods
- 272\*61 Dillard's
- 272\*63 Dollar General
- 272\*64 Dollar Tree
- 272\*65 DSW

- 272\*68 Family Dollar
- 272\*70 Finish Line
- 272\*71 Five Below
- 272\*73 Foot Locker
- 272\*74 Forever 21

- 272\*75 The Gap
- 272\*76 H&M
- 272\*77 Hallmark Gold Crown
- 272\*78 Hobby Lobby
- 272\*80 HomeGoods

- 273\*02 JCPenney
- 273\*03 JOANN
- 273\*05 Kohl's
- 273\*06 Lane Bryant
- 273\*08 Macy's

- 273\*09 Marshalls
- 273\*12 Michaels
- 273\*15 Nordstrom
- 273\*16 Nordstrom Rack
- 273\*17 Old Navy

- 273\*21 REI co-op
- 273\*22 Ross Stores
- 273\*25 Sephora
- 273\*26 Shoe Carnival
- 273\*29 Target

- 273\*30 T.J. Maxx
- 273\*31 Ulta
- 273\*33 Victoria's Secret
- 273\*34 Walmart

DRUG STORES  
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Times shopped:

- 1 In last 30 days: None
- 2 In last 30 days: 1
- 3 In last 30 days: 2
- 4 In last 30 days: 3
- 5 In last 30 days: 4
- 6 In last 30 days: 5
- 7 In last 30 days: 6-9
- 8 In last 30 days: 10-14
- 9 In last 30 days: 15+
  
- Y In last 6 months: Any

- 273\*36 CVS Pharmacy
- 273\*44 Walmart Pharmacy
- 273\*45 Walgreens

APPLIANCE, HARDWARE & ELECTRONICS STORES  
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Times shopped:

- 1 In last 30 days: None
- 2 In last 30 days: 1
- 3 In last 30 days: 2
- 4 In last 30 days: 3
- 5 In last 30 days: 4+
  
- Y In last 12 months: Any

Appliance and Hardware Stores:

- 273\*49 Ace Hardware
- 273\*51 Harbor Freight
- 273\*52 Home Depot
- 273\*54 Lowe's
- 273\*57 Sherwin-Williams
  
- 273\*58 Tractor Supply Co

Electronics stores:

- 273\*62 Apple Store
- 273\*63 Best Buy
- 273\*64 BrandsMart USA

FOOD/WAREHOUSE/CLUB STORES

SHOPPING MALLS AND SHOPPING CENTERS - Atlanta

Times shopped:

- 1 In last 30 days: None
- 2 In last 30 days: 1
- 3 In last 30 days: 2
- 4 In last 30 days: 3
- 5 In last 30 days: 4
- 6 In last 30 days: 5
- 7 In last 30 days: 6-9
- 8 In last 30 days: 10-14
- 9 In last 30 days: 15+
- Y In last 6 months: Any

Grocery Stores:

- 271\*50 ALDI
- 271\*60 Food Lion
- 271\*69 H Mart
- 271\*79 Kroger
- 271\*80 Lidl
- 272\*07 Piggly Wiggly
- 272\*09 Publix
- 272\*18 Sprouts Farmers Market
- 272\*22 Target (grocery)
- 272\*24 Trader Joe's
- 272\*27 Walmart Neighborhood Market
- 272\*28 Walmart Supercenter (grocery)
- 272\*31 Whole Foods Market

Warehouse/Club Stores:

- 272\*33 BJ's Wholesale Club
- 272\*34 Costco Wholesale
- 272\*35 Sam's Club

FURNITURE STORES

Times shopped:

- 1 In last 12 months: 1
- 2 In last 12 months: 2
- 3 In last 12 months: 3
- 4 In last 12 months: 4+
- Y In last 12 months: Any

- 236\*47 Ashley
- 236\*51 IKEA
- 236\*58 Rooms To Go
- 236\*62 Other

OFFICE/COMPUTER SUPPLY STORES

Times shopped:

- 1 In last 30 days: None
- 2 In last 30 days: 1
- 3 In last 30 days: 2
- 4 In last 30 days: 3
- 5 In last 30 days: 4+
- Y In last 12 months: Any

- 273\*68 FedEx Office
- 273\*69 Office Depot
- 273\*70 OfficeMax
- 273\*71 Staples

Times shopped:

- 1 In last 30 days: None
- 2 In last 30 days: 1
- 3 In last 30 days: 2
- 4 In last 30 days: 3
- 5 In last 30 days: 4+
- Y In last 6 months: Any

- 276\*58 Cumberland Mall
- 276\*60 Lenox Square Mall
- 276\*61 Mall of Georgia
- 276\*62 North Georgia Premium Outlets
- 276\*64 North Point Mall

- 276\*65 Perimeter Mall
- 276\*67 Southlake Mall
- 276\*68 Sugarloaf Mills
- 277\*05 Other